

The Effect of Tourism Attraction and Destination Image on Tourist Motivation Bandung During COVID-19 Recovery

Puspa Savira^{1*}, Rikantini Widiyanti², Any Ariani Noor³

^{1,2,3} Program Studi Usaha

Perjalanan Wisata, Jurusan
Administrasi Niaga,
Politeknik Negeri Bandung,
Bandung, Indonesia*

Abstract

For years Bandung could attract some tourists to visit. However, Covid-19 has crushed the tourism sector in the world, including Bandung City. Covid-19 changes behaviour and visit intention to destination. According to a new situation, this research examines tourism motivation in visiting Bandung City through the influence of tourist attraction and destination image. By conducting quantitative analysis, the study collected data by distributing questionnaires to 114 respondents from random sampling. The sampling technique used was quota sampling, where the population was unknown, but there were defined characteristics, namely that they were domestic tourists who had travelled to Bandung City. The analysis of this research uses Multiple Linear Regression. The results of this study show tourist attractions that can attract foreign tourists, know the image of destinations from the city of Bandung, and prove that the variables of tourist attraction and the manifestation of goals do not affect the motivation of tourists who come to the city of Bandung.

Keywords: Tourist Attraction, Destination Image, Tourist Motivation, Bandung City

INTRODUCTION

Tourism is one of the industries in the world developing quite rapidly (Cooper, C., & Hall, 2007), as is Indonesia. Along with the development of the times, tourism in Indonesia has also experienced growth in tourist attractions and supporting facilities for tourists. According to (Law Number 10 the Year 2009), tourism is a variety of activities supported by facilities and services provided by the community, business people, the government, and local governments. Currently, the tourism sector in Indonesia continues to increase in line with the recovery from COVID-19, one of which is the city of Bandung. Bandung, the capital city of West Java Province, has become the most chosen city to visit as a tourist destination.

Based on (Bandung City Open Data, 2022) data, the number of domestic tourists who came to Bandung City in 2019 increased to 8,175,221. During the 2020 COVID-19 pandemic, the number of tourists coming to the city of Bandung fell quite dramatically to reach 3,229,090 tourists because almost the entire tourism sector was closed to limit the spread of the COVID-19 virus. In 2021, the number of Bandung's visitors increased to 3,704,263 tourists, although in June, July, and August, the tourism sector in Bandung was again closed due to the increasing spread of the Covid-19 virus.

Correspondence address:

Puspa Savira

Email : puspasavira30@gmail.com

Address : Politeknik Negeri Bandung, Jl Gegerkalonghilir, Bandung Barat, Indonesia

The increase in tourists visiting the city of Bandung often occurs during the holiday season, especially during the COVID-19 recovery period, when tourists can already see Bandung. Every tourist has their motivation to come to the city of Bandung. According to (Setyaningsih & Murwatiningsih, 2017), motivation is essential for tourists when deciding to visit a destination. Tourists' motivation to come to the city of Bandung can be in the form of travelling, visiting relatives or family, working, and others.

The number of tourist objects is the main attraction for tourists who come to the city of Bandung, both in terms of nature, urban areas, historical values, cultural uniqueness, and culinary is no exception. Bandung is also a city with many culinary offerings (Syarifuddin et al., 2017). The number of culinary tours in Bandung, be it coffee shops, street food, traditional food, or modern food, makes the number of tourists visiting Bandung continue to increase. The increase in tourists visiting the city of Bandung can also benefit the government because it increases regional income.

The increase in tourists visiting the city of Bandung can be a reason for the management, whether from the private sector, the community, or the government, to develop or manage the attraction to make it even better. The development carried out in the aspect of tourism objects can be in the form of development and management for accommodation, accessibility, and supporting facilities for other tourists. In developing and constructing tourism facilities, tourists are considered necessary in evaluating a tourist destination because tourists know the services (Hanif & Mawardi, 2016b). In his research, a tourist can judge a destination based on his beliefs and perceptions, called a destination image.

According to (Hanif & Mawardi, 2016b), a destination image is a belief/knowledge and what tourists think about a place when travelling. With a better image of a destination, tourists will feel satisfied and can indirectly make tourists plan to visit the destination on another day. Referring to the historical development of Bandung, Bandung is known as Paris van Java. This indicates that the image that appears through a slogan or icon can represent or associate with the city's destinations (Indira et al., 2013).

In the past, the City of Bandung had a beautiful city with views. The City of Bandung already has many malls, new tourist attractions such as Kiara Artha Park, and coffee shops, which keep tourists coming during the COVID-19 recovery. This study aims to measure the effect of a tourist attraction and destination image on the tourist motivation to visit the City of Bandung.

LITERATURE REVIEW

Tourist Attraction

According to the Law of the Republic of Indonesia Article 1 (5) Number 10 Year (2009), a tourist attraction is anything that has uniqueness, beauty, and value in the form of various natural, cultural, and manufactured wealth which is a destination or destination for tourists to visit as an area tourist destination. According to (Lew, 1987), there are 3 (three) classifications of tourist attractions: Ideographic, Organizational, and Cognitive. According to him, Ideographic is an idiographic approach with an objective comparison between one destination and another in terms of tourist attractions. According to Corluka et al. (2021), there are 11 classifications of ideographics, namely: 1) Natural beauty and climate; 2) Cultural and social characteristics; 3) Sport; 4) Recreation; 5) Educational facilities; 6) Shopping and commercial facilities; 7) Infrastructure; 8) Price levels; 9) Attitudes towards tourists; 10) Accessibility.

Apart from ideographics, the classification is based on the organization. This classification is an approach where research does not always examine the attractions, such as spatial, capacity, and temporal nature. At the same time, a cognitive category is an approach with a tourist perception of a tourist attraction (Corluka et al., 2021).

Image of Destination

Destination or destination image is knowledge about what tourists feel about a place or destination (Hanif & Mawardi, 2016b). The image of a destination is a tourist perception formed from information tourists receive,

including beliefs, impressions, and perceptions about the destination (Utama, I. G. B. R., & Rai, 2016). According to (Coban, 2012), a positive image becomes the basis for tourists to visit a destination in the future. The existence of a positive image can make tourists feel satisfied and encourage tourists to revisit the destination (Hanif & Mawardi, 2016b).

According to (Coban, 2012), the image of a tourist destination has two classifications, namely, the evaluation of cognitive image and the evaluation of the emotional or affective image. In his research, cognitive image assessment describes information obtained about a place that generally appears due to evaluations or ratings from other tourists who have visited the site. While the emotional review describes the feelings, a person feels when they come to a place. According to (Echtner & Ritchie, 1991), some images of destinations can be based on characteristics that can be seen or measured directly, such as scenery, tourist attractions, accommodation, and ticket prices. In addition, there is also an image of a destination based on intangible characteristics, such as friendliness, safety, and atmosphere.

Tourist Motivation

According to (Keliwar and Nurcahyo, 2015), motivation is a factor that determines a person's attitudes and actions. (McIntosh, 1997) explains that the motivation to travel is divided into four categories: physical, cultural, interpersonal, and status and prestige. Physical motivation is doing tours that make the body not stay in shape and related to body health. Cultural motivation is travelling with curiosity about other countries, be it in terms of regional customs, arts, and others. Interpersonal motivation is travelling with the desire to meet friends or relatives far away or to distance themselves from the saturation of daily activities. And status and prestige motivation is travelling with the desire for recognition, attention, and reputation.

Related to the theories above, the motivation for travel is related to the needs of each tourist with the help of the driving factor as an action to visit a destination. In travelling, the motivation of tourists to visit a destination is influenced by push and pull motivation. In Pitana and Gayatri (2005), the factors that encourage tourists to travel are:

Table 1. Push Motivation

No	Push Motivation	Description
1.	Escape	Travelling for a trip because you want to get away from the boredom of routine
2.	Relaxation	Travel because they have the desire to refresh themselves both mentally and physically
3.	Play	Travel because they want to feel joy through various games or games and want to get away from serious business
4.	Prestige	Travel because they want to show a social class or lifestyle because of a sense of prestige
5.	Strengthens Family Ties	Travel because they want to strengthen brotherly ties
6.	Social Interaction	Travel because they want to have social interaction with friends or other communities
7.	Romantic	Travel because you want to meet your loved ones
8.	Self-Fulfilment	Go on a journey to find yourself
9.	Wish-Fulfilment	Travel because he wants to achieve what he has long dreamed of, which is to sacrifice something like saying

While the factors that attract tourists to travel are:

Table 2. Pull Motivation

No	Pull Motivation	Description
1.	Location Climate	Travellers from temperate climates travel to tropical or warm climates and vice versa
2.	National Promotion	How can a country promote tourism in its destinations that other destinations don't have?

No	Pull Motivation	Description
3.	Retail Advertising	Created by service providers who advertise retail packages
4.	Wholesale Marketing	Done by service providers to offer travel packages whose destination or location cannot be changed anymore
5.	Special Event	The event takes place at a tourist location
6.	Incentive Schemes	A person who receives incentives from the company
7.	Visit Friend	Travelling to a destination to visit close relatives
8.	Visiting Relative	Visiting an area to visit relatives
9.	Tourist Attractions	With various attractions in a tourist destination
10.	Culture	The existence of a unique culture that is owned by a country or region
11.	National and Man-made Environment	The existence of natural and artificial environmental conditions.

The Effect of Tourist Attraction on Tourist Motivation

According to (Kartika, 2017), the tourist attraction is closely related to tourism motivation because, on a trip, tourists want to visit a place and get an experience. In his research, he explained that tourist facilities and attractions should be maintained and managed professionally to attract tourists to enjoy their visits longer. If the attractions are appropriately managed, tourists' motivation to visit will increase the number of visits. According to (Keliwar & Nurcahyo, 2015), travel motivation is related to; a need in the form of encouragement as a force or action. In addition, motivation based on attitudes, culture, or sociological or psychological perceptions that lead to the condition of motivation and impressions of each person through communication channels, ultimately affects the motivation itself and the type of journey undertaken.

The Effect of Image of Destination on Tourist Motivation

According to (Hanif & Mawardi, 2016a), an image of a destination is not always shaped by the experience gained by tourists, so it can be a strong motivator for tourists to visit a destination. In his research, developing tourist destinations can make tourists feel satisfied with what they have. This satisfaction can make tourists plan to visit these destinations on another day. In addition, tourists will recommend these destinations to others and create a positive image of tourist destinations. The positive image of tourists can be a motivation for other tourists to come to tourist destinations. According to (Setyaningsih & Murwatiningsih, 2017), the increase in tourist visits is based on satisfaction with the tourist destinations. In his research, the image of a destination is also an embodiment of tourist expectations so that it can influence the perceptions of other tourists.

METHODS

This study aims to see or determine the effect of tourist attraction and destination image on the motivation of tourists visiting the city of Bandung. This type of research is quantitative; According to (Ahyar, 2020), quantitative research is a systematic study of phenomena and their relationships using frequent models, theories, and hypotheses. This study uses 3 (three) variables, namely tourist attraction, destination image, and motivation for tourist visits. The sampling technique in this research is the quota sampling technique, where the population is more than required and has predetermined characteristics; they are domestic tourists and have travelled to Bandung. Data analysis in this study used the Validity and Reliability Test, Descriptive Analysis, Multiple Linear Regression Analysis, Partial Test, Simultaneous Test, and Coefficient of Determination Test. The collected data by distributing questionnaires containing statements about tourist attractions, destination image, and motivation for tourist visits respondents, which as many as 114 people obtained.

The researcher did the descriptive analysis to analyze the data by breaking it down into a conclusion that the data had been collected (Muhson, 2006). Based on data from 114 respondents, they are dominated by female respondents (65.8%) and the number of male respondents (34.2%). Based on age, respondents who have travelled to Bandung City are dominated by respondents who have an age range of 21-23 years, as much as 64.9%, then followed by respondents who have an age range of 18-20 years, as much as 21.1%, respondents who have an age range 7% of 24-26 years old, then with respondents who have an age range of more than 26 years as many as 5.3%, and the last is respondents who have an age range of 15-17 years as much as 1.8%.

Based on educational level, respondents with a bachelor's degree 44.7%; and senior high school/equivalent 40.4%. Respondents with a diploma educational background as many as 13.2 %, and the last one is respondents with various backgrounds, namely working and undergraduates, with the same amount of 0.9%. Based on occupation, respondents who have ever travelled to Bandung City are dominated by respondents who work as students as much as 78.3%, followed by respondents who work as private employees as much as 11.4%, and respondents who work as entrepreneurs as much as 6.1%, and grouping the last one is civil servant respondents as much as 1.8%. In addition to the job groupings mentioned, several respondents have different jobs, namely respondents who work as FG, Freelance, Honorary, Jobseeker, and Factory Coolie, with the same amount of 0.9%. Based on income, tourists who have come to the city of Bandung are dominated by respondents who have income below Rp.

500,000, as much as 36%, followed by respondents with an income of Rp. 500,000 – Rp. 2,000,000, as much as 32.5%. In addition, some respondents have an income of Rp. 2,000,000 – Rp. 5,000,000, as much as 22.8%, and the last grouping is respondents with an income of more than Rp. 5,000,000, as much as 8.8%. The latter is based on the origin of tourists; tourists who have travelled to Bandung City are dominated by respondents from Greater Jakarta and other cities still in West Java Province, as much as 85.9%, and respondents from outside West Java Province as many as 14%. The descriptive analysis results in the number spread over each predetermined characteristic.

The hypothesis is a temporary answer to the research problem formulation that has been made in the form of a question sentence (Sugiyono, 2013). The hypothesis in this study is as follows:

- H1: There is an influence of tourist attraction on tourist motivation
- H2: There is an influence of destination image on tourist motivation
- H3: There is an influence of tourist attraction and destination image on the motivation of tourist visits

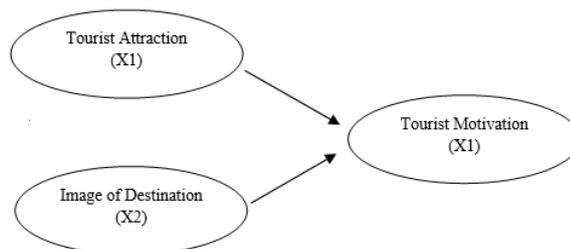


Figure 1. Research Hypothesis

RESULT AND DISCUSSION

This study carried out four stages related to the influence of the variables of tourist attraction, destination image, and the motivation of tourist visits by performing multiple linear regression analysis, Partial Test (t-test), Simultaneous Test (F-Test), and Coefficient of Determination Test.

Multiple Linear Regression Analysis

According to (Yuliara, 2016), multiple linear regression is an equation model to explain the influence or relationship of one dependent variable with two or more independent variables.

Table 3. Multiple Linear Regression Analysis

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	11,809	8,553		1,381	,170
	Tourist Attraction	,461	,191	,324	2,417	,017
	Destination Image	,872	,414	,282	2,107	,037

a. Dependent Variable: Tourist Motivation

From the data above, the results of the regression equation are as follows:

$$Y = 11.809 + 0.461X_1 + 0.872X_2 + e$$

The regression equation above shows the relationship between the independent variables, namely Tourist Attraction and Destination Image, with the dependent variable being Tourist Motivation partially. From these equations, it can be concluded that the constant value is 11,809, which means that the continuous value is positive, showing the positive influence of the independent variable of tourist attraction (X1) and destination image (X2). The regression coefficient value of the tourist attraction variable (X1) is 0.461, meaning that if the tourist attraction variable (X1) increases by 1%, the tourist motivation variable (Y) who comes to Bandung City during the COVID-19 recovery period increases by 0.461 or 46.1%. That means that it shows that the tourist attraction variable positively affects tourist motivation. And last is the value of the destination image regression coefficient is 0.872, meaning that if the destination image variable (X2) increases by 1%, the tourist motivation variable (Y) who comes to Bandung City during the COVID-19 recovery period increases by 0.872 or 87.2%. That means that the image of the destination has a positive effect on tourist motivation.

Partial Test (T-Test)

According to (Prasetio, 2012), a partial test or t-test was conducted to test each independent variable that partially had a positive and significant effect on the dependent variable. The t-test was performed by looking at the significance column for each independent variable with a substantial value of <0.05.

Table 4. Partial Test (T-Test)

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	11,809	8,553		1,381	,170
	Tourist Attraction	,461	,191	,324	2,417	,017
	Destination Image	,872	,414	,282	2,107	,037

a. Dependent Variable: Tourist Motivation

Based on the table above, the t and sig columns can be explained as follows: First, the tourist attraction variable (X1) has a positive and significant effect by looking at the significant value of the tourist attraction variable (X1), namely 0.017 < 0.05, or the value of the tourist attraction variable is smaller than the significant value. In addition to looking at the significant value, there is also a way to see the value of t-table by visiting whether the t-count is greater than t-table.

$$\begin{aligned}
 t_{table} &= \frac{\alpha}{2}; n - k - 1 \\
 &= 0.025; 111 \\
 &= 1.98177
 \end{aligned}$$

In this formula, it is known that the value of $\alpha = 0.05$, n = number of samples used, and k = number of variables. With the results of the t-table 1.98177, the t-count value is proven to be greater than ($2,417 > 1,98177$). Then it can be interpreted that H_0 is rejected and H_1 is accepted, where the hypothesis of the influence of tourist attraction variables on tourist motivation is partially accepted.

Second, the destination image variable (X2) has a positive and significant effect by looking at the significant value of the destination image variable (X2), namely $0.037 < 0.05$, or the destination image variable value is smaller than the significant value. If you look at the significant value by seeing whether the t-count is greater than the t-table, it is as follows:

$$t_{table} = \frac{\alpha}{2}; n - k - 1$$

$$= 0.025; 111$$

$$= 1.98157$$

In this formula, it is known that the value of $\alpha = 0.05$, n = number of samples used, and k = number of variables. With the result of 1.98157, the value of the t-count is proven to be greater than the t-table ($2.107 > 1.98157$). Then it can be interpreted that H_0 is rejected and H_1 is accepted, where the hypothesis of the influence of the destination image variable on tourist motivation is partially accepted.

Simultaneous Test (F-Test)

According to (Prasetio, 2012), the F test or simultaneous test is carried out to test the presence or absence of the influence of the independent variable simultaneously on the dependent variable. The F test is carried out by comparing the significance value of F-count $>$ F-table, so the formulated model is correct, which means that there is a mutual influence. The F-table is composed as follows:

$$F_{tabel} = k; n - k = 2; 114 - 2$$

$$F_{tabel} = 2; 112$$

Table 5. Simultaneous Test (F-Test)

		ANOVA				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4469,416	2	2234,708	27,741	,000 ^b
	Residual	8941,610	111	80,555		
	Total	13411,026	113			

a. Dependent Variable: Tourist Motivation
b. Predictors: (Constant), Destination Image, Tourist Attractions

Based on the table above, we can see that the F-count is 27.741, and the value is 3.08, so the F-count $>$ F-table or $27.741 > 3.08$, and the significant matter is $0.000 < 0.05$. So we can conclude that the tourist attraction variable (X1) and destination image (X2) simultaneously have a significant effect on the motivation of tourists who have travelled to Bandung (Y).

Coefficient of Determination Test

According to (Saputra & Zulmaulida, 2019), the coefficient of determination was carried out to see the effect of tourist attraction (X1) and destination image (X2) on tourist motivation (Y). If the value of R^2 is low, the independent variable's ability to explain the dependent variable is minimal. If the value of R^2 is close to one, the independent variable defines all the information the dependent variable needs.

Table 6. Coefficient of Determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	,577 ^a	,333	,321	8,975

From the table above, the coefficient of determination can be seen from the Adjusted R Square value of 0.321. That means that the two independent variables, tourist attraction and destination image, can explain the dependent variable by 32.1%. That means that other factors outside the regression in this study can explain 67.9% of the variation of tourist motivation variables.

CONCLUSION

Based on the results of research and discussion on the influence of tourist attraction and destination image on the motivation of tourists visiting Bandung City during the COVID-19 recovery period as follows: 1) The value of the influence of tourist attractions on the motivation of tourist visits is $0.017 < 0.05$, which means that tourist attractions affect the motivation of tourists to visit Bandung during the COVID-19 recovery period. That means the city of Bandung has an attraction that can attract tourists to visit Bandung as a tourist destination; 2) The value of the influence of the destination image on the motivation of tourist visits is $0.037 < 0.05$, which means that the image of the destination influences the motivation of visiting Bandung City tourists during the COVID-19 recovery period. That means that the city of Bandung has a good image for tourists, which make Bandung the town of choice for travel; 3) The value of the influence of tourist attraction and destination image on the motivation of tourist visits is $0.000 < 0.05$, which means that tourist attraction and the image of the destination together have a positive influence on the motivation of tourists visiting Bandung City during the COVID-19 recovery period; 4) The influence of tourist attraction and destination image on the motivation of tourist visits to Bandung City during the COVID-19 recovery period is 0.321 or 32.1%, of which 67.9% explain other factors outside this study can influence the motivational factors for tourist visits to Bandung City. That means that the attractiveness and image of the destination can influence tourists to travel to Bandung City. And the rest of the percentage, equal to 67.9%, explains that the factors that can affect the motivation of tourists visiting the city of Bandung can be influenced by other factors outside this study.

Based on the conclusions above, where tourist attraction and destination image have a positive effect on the motivation of tourist visits during the COVID-19 recovery period, it is hoped that the Bandung City government can manage and develop tourist attractions, both in terms of infrastructure, accessibility, and other tourist objects. That is obtained for a promotion strategy. If tourist attractions create during the COVID-19 recovery, the more positive the image of the destination will be in the minds of tourists who come. That can be part of the tourism recovery process in Bandung City from COVID-19, which has weakened the tourism sector in the past two years. In addition, the researcher's suggestions for future researchers are to re-examine other factors that can affect the motivation of visiting tourists to come to Bandung City.

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